



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

**Name:** Daniel C. Castle, et al  
**Serial No.** 09/738,199  
**Filed:** Herewith  
**PD No.** 10002991-1  
**Date:** March 16, 2001  
**Examiner:** Unassigned  
**Group Art Unit:** 2161  
**For:** Method And Apparatus To Maximize Advertising Revenue

Assistant Commissioner for Patents  
Washington DC 20231

**PRELIMINARY AMENDMENT  
UNDER 37 C.F.R. §1.115**

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**MAR 26 2001**

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Dear Sir:

Please enter the following preliminary amendment:

In the Specification:

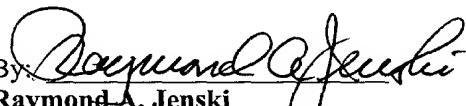
Please amend the paragraph found at page 6, lines 14-24 as shown in the conventionally marked-up paragraph in Attachment 1, in accordance with 37 C.F.R. §1.121 (b)(1)(iii). A clean copy of the amended paragraph is attached as Attachment 2, in accordance with 37 C.F.R. §1.121(b)(1)(ii).

**REMARKS**

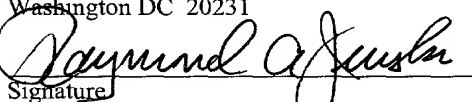
This Amendment provides the US Patent Application number of the referenced application and does not add any new matter.

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Respectfully Submitted,  
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By:   
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I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to:  
Assistant Commissioner for Patents,  
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Signature  
Raymond A. Jensi

Typed Name

March 16, 2001

Date of Signature & Deposit



ATTACHMENT 1

In the course of auctioning ads as disclosed herein, the physical size of both the content files and the advertising files can affect the ability to place an advertisement – and generate revenue. If the sizes of advertising copy and the size of content could be adjusted, more advertisements might be placed in a publication thereby increasing ad revenues even further. A method to size advertising and content information for publication is disclosed and claimed in the co-pending patent application assigned to Hewlett-Packard Company that is titled [entitled]: “DOCUMENT DELIVERY SYSTEM WITH AUTOMATICALLY ADJUSTED COPY INSERTS” by Kevin Currans, et al. [(HP disclosure number 10001688).] This application was filed on August 17, 2000 and is identified by U.S. patent application no. 09/641,617 [*< to be added >*].

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## ATTACHMENT 2

In the course of auctioning ads as disclosed herein, the physical size of both the content files and the advertising files can affect the ability to place an advertisement – and generate revenue. If the sizes of advertising copy and the size of content could be adjusted, more advertisements might be placed in a publication thereby increasing ad revenues even further. A method to size advertising and content information for publication is disclosed and claimed in the co-pending patent application assigned to Hewlett-Packard Company that is titled: “DOCUMENT DELIVERY SYSTEM WITH AUTOMATICALLY ADJUSTED COPY INSERTS” by Kevin Currans, et al. This application was filed on August 17, 2000 and is identified by U.S. patent application no. 09/641,617.

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